

WE HAVE SERVED THE PUBLIC FAITHFULLY FOR 80 YEARS

**GIMBEL BROTHERS DOWNSTAIRS**

32ND STREET—BROADWAY—33RD STREET—NEW YORK CITY

**Downstairs: 12th Birthday****Our Greatest  
COAT  
SALE  
Thursday****Fashion Show  
on  
LIVING  
MODELS  
Tomorrow**(Wednesday) From  
12:30 to 2 P. M.**Sale Thursday**See Tomorrow's Evening  
Journal For Full Details.  
**GIMBELS BIRTHDAY SALE**  
—Downstairs Lower Floor**Going Big! This Great Sale****Walk-Over Shoes**

TRADE MARK REG. U.S. PAT. OFFICE

Sample, Patent Office and Trade

Discontinued Lines and Rejects

**4712 Pairs for Women****Strap Pumps,  
Colonial Oxfords  
and High Shoes****\$2.90  
Pair****All Sizes in  
the Lot. Over  
29 Styles**

Tan and Mahogany Oxfords, Dull Leather and Kid Oxfords, Patent Leather and Tan One and Two-Strap Pumps, Colonials and Cross-Strap Models, One-Strap; Cuban Military, Baby Louis and High Heels. Goodyear welted and turned soles.

**Men! Walk-Over Shoes at \$3.85**

GIMBELS BIRTHDAY SALE—Downstairs Balcony

**A New Shipment! Women's and Misses' Smart Silk and Cloth Dresses**

Colors	Materials	Trimmings	Sizes
Black, Navy, Brown, Cocos	Poirot Twill, Charmeuse, Canton Crepe, Crepe de Chine, Brocade Silks, Lace and Crepe de Chine, Printed Silks, Charmeuse and Lace, Shark-skin Crepe, Romaine Crepe, Satin Faced Canton.	Steel Buttons and Buckles, Flower Ornaments, Colored Embroidery, Ribbons, Fagotting, Braids, Silk Tassels, Fancy Girdles, Pleated Panels, Steel Beads, Fancy Vestees.	Misses' 14 to 20 Women's 36 to 44 Slouts 46 to 50

**\$10**

GIMBELS BIRTHDAY SALE—Downstairs Lower Floor

**Rousing Birthday Sale  
Trimmed  
HATS****\$3**Smartly trimmed and in the newest colors. A sensational millinery event on the threshold of the Autumn season; large assortment of large, medium and small chic hats at an amazingly low price.  
384 Lyons U. S. A. Velvet, Pannu Velvet Dress Hats Tailored Hats  
Sport Hats  
Matrons' Hats  
Misses' Hats  
GIMBELS—Downstairs Lower Floor**450 Pairs Wool  
Mixed Blankets**Several block plaids. Also all white with pink or blue borders. For full size beds. **Pair \$3.55****81x90 Bleached Seamless Sheets: \$1.08****All Irish Linen  
Crash Dish and  
Roller Toweling****19c yd.****1200 Buffet and Dresser Scarfs: 45c**

GIMBELS—Downstairs Lower Floor

**"Educator" and Gimbel SHOES**

For Infants, Children and Misses

**95c****\$1.95****\$2.95**Little children's tan and black high shoes. Only 850 pairs at this record low price. Flexible soles, lace and button styles.  
Children's black kid, brown kid, mahogany and dull calf. Goodyear welted and flexible soles.  
Misses' white nubuck, black kid, tan and mahogany calf-skin lace shoes. Goodyear welted soles. In a large variety of styles.**Growing Girls' and Women's Shoes: \$3.95**

GIMBELS—Downstairs Balcony

**All Wool Prunella Skirts****In Regular and Extra Sizes**Box pleated—each with wide detachable belt. Colors: Combination of brown, black, navy, gray, silver, etc.  
Sizes 26 to 32 and 33 to 40.**\$3.95**

GIMBELS BIRTHDAY SALE—Downstairs Lower Floor

Brooklyn, Long Island and New Jersey Customers Direct to Gimbel's via Tubes and Subways

**600 Kiddies  
Sweaters  
\$2.85**

All perfect. Coat, Tuxedo and slip-on models—in white, ecru, brown, jockey, buff, heather and other colors. Sizes to 6 yrs.

Hand-Made Sacques—Pure wool—novelty stitch trimmed—pink or blue—2 styles **79c**Hand-Made Booties—Pure wool—trimmed pink or blue—very many styles to select from. **Pair 25c****Tots' Rompers and Creepers**  
All perfect. Peggy Cloth, Rajah and Trouville Cloth. In top styles. All colors. Embroidered at waist. Sizes 6 months to 6 years. **69c**

GIMBELS BIRTHDAY SALE—Downstairs Balcony

We Have Served the Public Faithfully for Eighty Years

**GIMBEL BROTHERS**

32ND STREET—BROADWAY—33RD STREET—NEW YORK CITY

Store  
Hours  
9 to 5:30For Other  
Gimbel News  
See Page 11**Half Million Dollars' Worth  
RUGS: CARPETS:  
and LINOLEUM****Most of the Gimbel  
Stock Comes from  
These Famous Mills:**Whittall  
Hardwick, Magee  
Bigelow  
Sanford  
Alex. Smith  
Roxbury  
Artloom

So huge a stock of fine rugs—carefully selected—is no small achievement. Wails of "scarcity" meet the ear on every hand. Prices are going up with the heavy demand, and with the new tariff on wool. But the Gimbel stock, bought well ahead, still holds firmly to its pre-rise prices—from 10% to 20%.

under the prices we'd be forced to mark today's purchases. And note the makers—the nation's rug standbys for half a century. As always—it's Gimbel's for rugs. Gimbel's for big stocks—wide variety—dependable quality combined with good patterns. And moderate pricing.

**Shop Today: Tomorrow  
and Columbus Day****Hundreds of Fine WILTON RUGS****M. J. Whittall's  
Anglo-Persians**

9x12 Feet	\$125
8.3x10.6 Feet	\$114
6x9 Feet	\$77

Rich worsted Wiltons, one of America's finest rugs.

**Celebrated Artloom Wiltons**

"ALMEDA" GRADE	
9x12 ft.	\$85.00
8.3x10.6 ft.	81.00
6x9 ft.	53.75
4.6x7.6 ft.	34.25
PLAIN TAUPÉ WILTONS	
9x15 ft.	\$160.00
9x12 ft.	112.50
8.3x10.6 ft.	108.00
4.6x7.6 ft.	45.00

**\$78****Special No. 1****9x12 Ft.  
Wiltons  
\$62.50**

High grade Wiltons from several makers.

**Special No. 2****9x12 Ft.  
Axminsters  
\$45**

Splendid quality—and fine Oriental patterns.

**Special No. 3****Persian  
Rugs  
\$29.50**

Silky Orientals in rich dark colorings.

**Special No. 4****Heavy Velvet  
Stair Carpet  
\$1.95  
Yd.**

27-inch carpeting of long-wearing quality.

**Special No. 5****Inlaid  
Linoleum  
97c  
Sq. Yd.**

Subject to slight irregularities in the pattern.

**Hundreds of Seamless Axminsters****Sanford's "Beauvais" Axminsters**

Sanford's—standard of quality. Representative of a stock that offers wide variety of makes—wide choice of patterns and colors.

9x12 Ft.

**\$59.50**

9 x 12 ft.	\$59.50
8.3 x 10.6 ft.	52.50
6 x 9 ft.	31.50
4.6 x 6.6 ft.	17.00
36 x 70 in.	8.75
27 x 54 in.	5.00

**Seamless Velvet  
Rugs: Good Values**

9 x 12 ft.	\$82.50
8.3 x 10.6 ft.	60.00
6 x 9 ft.	37.50

**Our Own Importation:  
MOHAIR RUGS**

In blue, grey, taupe, green or rose.

18 x 36 in.	\$5.25
24 x 48 in.	8.75
30 x 60 in.	14.00
36 x 63 in.	17.50

**A Wonder Collection of Oriental Rugs**Infinite Variety of Weaves: Colors:  
Patterns: A Few Prices Listed:

Persian Ghorevan Carpets	Persian Mahal Carpets	Chinese Carpets Blue, Mulberry, Gold, In room sizes.	Chinese Rugs and Hall Runners.
7.8x10.6, \$175.00	6.10x10.8, \$165.00	6x9, \$155.00	2.6x8.10, \$85.00
9.8x10.9, 195.00	8.11x10.8, 200.00	8.0x10, 175.00	2.7x11.9, 87.50
8.8x12.8, 225.00	8.8x12.2, 225.00	8x10, 240.00	2.8x12.1, 16.50
9.4x12.8, 250.00	9.0x11.1, 235.00	8x12, 260.00	2.8x13.1, 28.50
9.7x11.6, 275.00	8.10x11.7, 285.00	9x12, 295.00	2.8x15.0, 45.00
		9x12, 325.00	5.0x8.0, 85.00

SIZES QUOTED ARE APPROXIMATE

**PERSIAN RUGS: Scatter Sizes**Turkish rugs, too. 3 to 4 feet wide, 5 to 7 feet long. **\$27.50, \$37.50 to \$57.50****Wide Loom CHENILLE  
CARPET: \$9.75 Sq. Yd.**

Imported wide loom, wool back, seamless carpeting, from 9 to 15 feet wide. Plain shades of taupe, blue, brown, green or sand. Splendid value!

**NOTE: The rugs advertised comprise only a small part of our large rug department. You'll find here cocoa and wool bordered mats, steel and rubber mats, a large variety of bath-room mats; grass, fibre and art wool rugs, oval braided rugs, small domestic Wilton and Axminster rugs by the hundred.****LINOLEUM**Inlaid, imported and domestic. **\$1.35 to \$3.25 sq. yd.**Printed cork, **\$1.00 and \$1.10 sq. yd.**Gold Seal Congoleum, **69c sq. yd.****GIMBELS RUG STORE—  
Sixth Floor**